

City of Scottsdale, Arizona

Adopted FY 2006/07 Budget

Program Operating Budget

.....



Volume Two

City Council

Mary Manross, Mayor
W.J. "Jim" Lane, Vice Mayor
Betty Drake
Wayne Ecton
Robert Littlefield
Ron McCullagh
Tony Nelssen

Administrative Staff

Jan M. Dolan,
City Manager
Ed Gawf,
Assistant City Manager
Roger Klingler,
Assistant City Manager
Neal Shearer,
Assistant City Manager
Craig Clifford, CPA, MBA,
Chief Financial Officer
Art Rullo, MPA,
Budget Director

City of Scottsdale
FY 2006/07 Budget
Volume Two
Program Operating Budget
Table of Contents

.....

Overview.....	1
----------------------	----------

Program Budgets

General Government

Legislative and Constituent/Gov Relations.....	19
City Clerk.....	23
Elections.....	26
Civil Division	30
Prosecution	32
Victim Services.....	34
Internal Audit Program.....	37
Court.....	41
City Manager.....	45
Communications & Public Affairs	49
City Cable.....	52
Westworld Operations	55
The Downtown Group	59
Preservation	63
Environmental Office	66

Police

Office Of The Chief.....	70
Internal Affairs	72
Patrol Services	74
Crime Prevention.....	76
Photo Enforcement.....	78
Traffic Enforcement	80
Bicycle Patrol.....	82
Patrol Problem Solving Surveillance Team	84
Canine Services	86
Mounted Patrol.....	88
Parks & Preserve Patrol.....	90
Detention.....	92
Event Traffic Control.....	94
Special Event/Off Duty Coordination.....	96
Violent Crimes Investigations.....	98
Sex Crimes Investigations.....	100
Domestic Violence Investigations.....	102
Police Crisis Intervention.....	104
Burglary & Theft Investigations	106
Auto Theft Investigations.....	108
Fraud Investigations	110
Repeat Offender Program.....	112
Computer Crime Investigations	114
School Resource Services	116
Drug Enforcement	118
Drug Interdiction	120
Surveillance/SWAT	122
Criminal Intelligence	124
Police Records	126
Technology	128
Police Supply & Equipment.....	130

Communications.....	132
Telephone Reporting Services	134
Property and Evidence.....	136
Crime Laboratory.....	138
Crime Analysis.....	140
Crime Scene Processing.....	142
Planning, Research & Accreditation	144
Recruiting & Personnel.....	146
Training	148
Police Facilities.....	150
Municipal Security	152
False Alarm Reduction Program	154

Financial Services

Financial Planning and Administration	158
Accounting.....	160
Accounts Payable & Payroll	162
Budget.....	164
Risk Management	166
Purchasing	168
Stores/Warehouse Operations	170
Graphics.....	172
Copy Center	174
Mail Services	176
Tax & License	178
Revenue Recovery.....	180
Meter Reading.....	182
Utility Billing.....	184
Remittance Processing	186
Tax Audit.....	188

Transportation

Transportation Administration.....	192
Aviation.....	194
Transportation Master Planning	196
Transit	198
Intelligent Transportation Systems	200
Traffic Engineering	202

Community Services

Community Services Planning and Admin.	206
Parks & Recreation Planning & Administration	208
Adapted Recreation Services.....	210
Aquatics.....	212
Sports & Fitness Programs	214
Youth Activities & After School Programs.....	216
Community Recreation Services & Facilities.....	218
Leisure Education Programs	220
Trails & Equestrian Facilities	222
Human Services Planning & Admin.....	224
Senior Citizen Services	226
Social Services Assistance and Referral.....	228
Housing Assistance and CDBG Programs	230
Library Planning and Administration.....	232

City of Scottsdale
FY 2006/07 Budget
Volume Two
Program Operating Budget
Table of Contents

.....

Library Operations.....	234
Main Library.....	236
Branch Libraries	238
Parks & Grounds Mgmt - Planning & Admin.	240
Grounds and Landscape Maintenance	242
Downtown Maintenance Program	244
Medians and Right-Of-Way	246
Professional Baseball.....	248
Facilities Mgmt - Planning & Administration	250
Facilities Maintenance.....	252
Construction Services	254
Contract Administration	256
Information Systems	
Information Systems Administration	260
Appl. Dev., Integration, Mgmt & Support.....	262
Network Operations.....	264
GIS Data Services.....	266
Project Office.....	268
Application Support	270
Help Desk/Desktop Technical Support.....	272
Fire Protection	
Fire Administration.....	276
Fire Emergency Services	278
Fire Support Services.....	280
Emergency Management	282
Water Resources	
Water Resources Administration	286
Planet Ranch Water Rights	288
Water & Wastewater Engineering	290
WestWorld Golf and Recharge.....	292
Inlet Golf Course Irrigation	294
Water & Wastewater Operations Administration	296
Water Conservation.....	298
Water Distribution	300
Water Production.....	302
Southern Neighborhoods Water System.....	304
Wastewater Collection.....	306
Wastewater Maintenance	308
Pump Back System	310
RWDS Administration.....	312
Irrigation Water Distribution System.....	314
Central GWTF	316
Water/Wastewater Quality.....	318
Treatment Plant Staffing.....	320
CAP Treatment Plant.....	322
Industrial Pretreatment.....	324
Gainey Wastewater Reclamation Plant.....	326
Advanced Water Treatment Plant	328
Water Campus Wastewater Reclamation Plant	330
Chaparral Water Treatment Plant.....	332

Municipal Services	
Municipal Services Administration.....	336
Capital Project Management	338
Asset Management	340
Solid Waste Management Admin Svcs	342
Residential Refuse Collection	344
Container Repair Program	346
Transfer Station Operations	348
Commercial Refuse Collection	350
Field Services Administration	352
Emergency Response Team	354
Traffic Signals.....	356
Street Signs and Markings	358
Street Cleaning.....	360
Street Overlays and Maintenance	362
Unpaved Roads and Drainage System Maint.	364
Fleet Management Administration.....	366
Fleet Maintenance & Operations.....	368
Fleet Parts Supply	370
Fuel	372
Vehicle Acquisition	374
Household Hazardous Waste.....	376
Alley Maintenance.....	378
Stormwater Management.....	380
Street Light Maintenance	382
Citizen & Neighborhood Resources	
Citizen & Neighborhood Admin	386
Customer Service & Communications.....	388
Information Resources	390
Neighborhood Services	392
Code Enforcement	394
Human Resources	
Human Resources Administration	398
Human Resources.....	400
Employee Programs.....	402
Learning & Organization Development	404
Diversity & Dialogue	406
Economic Vitality	
Economic Vitality Administration	410
Economic Development	412
Hospitality Development.....	414
Revitalization	416
Existing Business Services	418
Planning & Development Services	
Planning & Development Administration	422
Customer Services	424
Planning Services.....	426
Development Services	428
Appendix	
Classification/Compensation Plan.....	431
Authorized Full-Time and Part-Time FTE's.....	444

Mayor and City Council's Mission

The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the City's unique heritage and desert surroundings; strengthening the City's standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the City's paramount consideration.

Mayor Mary Manross



Mayor Mary Manross has been Mayor of Scottsdale since June 2000. She was reelected and began her second term as Mayor in June 2004. Previously, she served two terms as a City Councilwoman from 1992 to 2000. She also served six years on the Scottsdale Parks and Recreation Commission, including one term as chairwoman. She spent four years on the Planning Commission and served as vice chairwoman of the Scottsdale Bond Committee in the early 1980s. She participated in the Governor's Task Force on Urban Planning, the Arizona Town Hall, served as a League of Women Voters board member, chaired the Maricopa Association of Governments (MAG) Youth Policy Advisory Committee, and was a member of the National League of Cities (NLC) Energy, Environment and Natural Resources Policy Committee.

Today, Mayor Manross serves as Vice Chair of the MAG Executive Council and Chairs the MAG Regional Domestic Violence Council. She is a member of the Executive Committee of the Arizona League of Cities and Towns and is a board member and former treasurer of the Arizona Municipal Water Users Association. She also serves on the NLC Transportation Infrastructure Steering Committee, the primary group responsible for the NLC's National policy on transportation.

Prior to her time in elected office, Mayor Manross was director and an instructor of the Marriage Preparation Seminars at the Franciscan Renewal Center for 22 years. She also served as Vice President of the Casa de Paz Y Bien Foundation and as a member of the leadership team for the Valley Interfaith Project. She earned a bachelor's degree in political science from UCLA and a teaching credential from Minot State University in North Dakota. She and her husband Larry have four children and two grandchildren.

Mayor and City Council's Broad Goals

Goal A: Neighborhoods

- Enhance and protect a diverse, family-oriented community where neighborhoods are safe, protected from adverse impacts, well maintained and actively revitalized.

Goal B: Environmental Sustainability & Preservation

- Preserve Scottsdale's desert environment and natural resources, and honor the City's heritage and character.

Goal C: Transportation

- Strengthen the transportation system for the safe, efficient and affordable movement of people and goods.

Goal D: Economy

- Position Scottsdale for short- and long-term economic prosperity by strengthening, expanding and diversifying our economic resources.

Goal E: Public Safety

- Protect Scottsdale residents and visitors by providing quality public safety and homeland security services.

Goal F: Fiscal and Resource Management

- Provide the means to reach other goals by ensuring Scottsdale is fiscally responsible and fair in its management of taxpayer money and City assets, and coordinates land use and infrastructure planning within the context of financial demands and available resources.

Goal G: Open and Responsive Government

- Make government accessible, responsive and accountable so that decisions reflect community input and expectations.

Note: See Program Budget Matrix on pages 134-138.



Council Member Betty Drake

Council Member Betty Drake began her first term on the Scottsdale City Council in June 2004. She has served in a wide variety of official positions and held leadership positions at the local, state and federal levels. In Scottsdale, Council Member Drake served on the City Council Budget Subcommittee for the FY 2006/07 budget, she also served from 1996 to 2002 on the Scottsdale Planning Commission, from 1993 to 1996 on the Development Review Board, in 1993 on the Historic Preservation Task Force, and in 1992 on the Bicycle and Pedestrian Transportation Plan Task Force. Council Member Drake has lived in Scottsdale since 1987 and has been an Arizona resident since 1947. She has been active in community groups and her homeowner's association board. She is President of Drake & Associates, which she founded in 1979 to provide consulting services in city planning, public art, bicycle and pedestrian planning and urban design. She holds a Bachelor of Architecture degree from the University of California at Berkeley.



Councilman Wayne Ecton

Councilman Wayne Ecton was elected to his first term on the Scottsdale City Council in March 2002 and was reelected to a second term beginning in June 2006. Councilman Ecton was the Chairperson of the three member City Council Budget Subcommittee for the FY 2005/06 budget. He previously served on the 2004/05 City Council Budget Subcommittee, the 2001/2002 Citizens Budget Committee and the Big Box Ideas Team, which helped the City develop an ordinance to regulate the placement and appearance of "big box" retail buildings. A Scottsdale resident since 1996, Councilman Ecton is a member of the Coalition of

Pinnacle Peak, the Greater Pinnacle Peak Homeowners Association, Friends of the McDowell Land Trust and the Foothills Community Foundation. He also is a member of the Scottsdale Center for the Arts, the Art Alliance for Contemporary Glass, the American Craft Council and the Glass Art Society. Councilman Ecton retired from Alcoa after 33 years in high-level financial management positions in the U.S. corporate headquarters and International and U. S. operating locations. Councilman Ecton holds a bachelor's degree in business. He was also a member of the Financial Executives Institute until his retirement.



Vice Mayor W.J. "Jim" Lane

Councilman W. J. "Jim" Lane began his first term on the Scottsdale City Council in June 2004. Councilman Lane served on the 2002 Scottsdale Fire & EMS Advisory Committee, which was convened to evaluate and make recommendations to the City regarding fire and emergency medical services operations and costs. In 2003, he volunteered to co-chair the "Know Enough to Vote NO Committee" to oppose ballot measures to end the City's contract with Rural/Metro Corp. for fire and emergency medical services. His community service also includes six years on the YMCA Board of Management. He came to Scottsdale from New Jersey in 1973 to take a position with KPMG (Peat Marwick), an international public accounting firm. He worked as a Certified Public Accountant (CPA) for twenty years with five of those years in the Public Accounting and Auditing Division. Councilman Lane has owned or operated businesses in construction, mining, computer technology, telecommunications and regional aviation. He currently owns a telecommunications and Internet consulting company, Chatham Hill Group LLC, headquartered in the Scottsdale Airpark. He holds a bachelor's degree in accounting from Saint Joseph's University.



Councilman Robert Littlefield

Councilman Robert Littlefield was elected to his first term on the Scottsdale City Council in May 2002, and was reelected to a second term beginning in June 2006. Councilman Littlefield was the Chairperson of the three member City Council Budget Subcommittee for the FY 2006/07 budget. He also

previously served as the Chairman of the 2004/05 City Council Budget Subcommittee. He is the founder and president of NetXpert Systems, Inc., a Scottsdale-based computer company. He also is a commercial pilot and flight instructor. Councilman Littlefield has been involved in a variety of civic, youth and professional organizations. He is a member and former director of the Arizona Software & Internet Association, the Arizona Pilot's Association, Aircraft Owners and Pilots Association, National Federation of Independent Business, American Legion, Kiwanis Club and Civitan. A Vietnam combat veteran, Councilman Littlefield served in the U.S. Army from 1968 to 1970 and in the Arizona Army National Guard from 1971 to 1974. Councilman Littlefield holds a bachelor's degree in engineering from Arizona State University.



Councilman Ron McCullagh

Councilman Ron McCullagh began his first term on the Scottsdale City Council in June 2004. Councilman McCullagh was a member of the City Council Budget Subcommittee for the FY 2005/06 and FY 2006/07 budgets. Councilman McCullagh has lived in the Valley for 28 years and in Scottsdale for the past 12 years. His career experience

includes six years as a university professor and 20 years as a businessman in the financial services industry. He is retired. He is Past President of Valley Citizens League and serves on its board of directors. He also serves on the boards of Scottsdale Sister Cities, Scottsdale Rotary Club and the District 8 Republican Committee. He also is a member of the Scottsdale Leadership Class XVIII, Arizona Town Hall, the Arizona Tax Research Association, and the Arizona League of Women Voters. He holds bachelor's and master's degrees in business from the University of North Dakota, and a doctorate in business administration from the University of Florida. He is active with civic duties, he enjoys tennis, sailing, hiking and golf.



Councilman Tony Nelssen

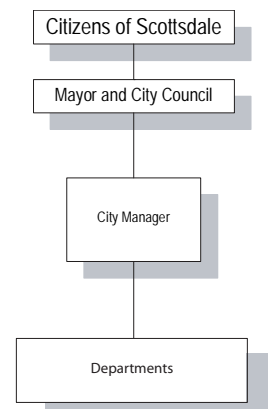
Councilman Tony Nelssen began his first term on the Scottsdale City Council in June 2006. He is a third generation native Arizonan and 19-year Scottsdale resident, has been active in civic affairs for more than two decades and has served on a variety of city commissions and advisory groups, as well as neighborhood and civic associations. Councilman

Nelssen was a member of the Planning Commission and the Parks and Recreation Commission. He served on the Desert Foothills Character Area Working Group, the Desert Subcommittee for the McDowell Sonoran Preserve Commission, the General Plan Task Force and the Wireless Ideas Team. He has been involved in many city initiatives, including the Environmentally Sensitive Lands Ordinance, the Desert Foothills Overlay, the city Trails Master Plan, Local Area Master Plan, Sign Ordinance, Rural Road Design Standards and Scenic Corridor Guidelines. He currently serves on the Arizona State Heritage Fund Public Advisory Committee. He is a computer arts and digital photography instructor at Paradise Valley Community College, and has taught courses at Arizona State University, Phoenix College and Scottsdale Community College. He holds bachelor and master of fine arts degrees and a master of arts degree in secondary education from Arizona State University.

Form of Government and Organization

The Mayor and six City Council members are elected at large on a non-partisan ballot for a four-year term. The City Council appoints the City Manager, who has full responsibility for carrying out Council policies and administering City operations. The City Manager, in turn, appoints City employees and department General Managers under service procedures specified by the Charter.

See the full City Organizational Chart in the Introduction section of this volume.



**Janet M. Dolan,
City Manager**

Janet M. Dolan has been City Manager of Scottsdale since August 2000. Prior to her arrival in Scottsdale, she served 10 years as City Manager of Menlo Park, California. From 1984 to 1990, she served as Assistant City Manager in Santa Rosa, California, where she

was responsible for labor relations and oversaw the Public Works, Recreation and Parks, Community Development and Utilities departments. From 1982 to 1984 she served as Assistant to the City Manager of Reno, Nevada and as Director of Administrative Services/Administrative Assistant in Great Falls, Montana, from 1979 to 1984. Ms. Dolan has a Bachelor of Arts degree with honors from the University of Montana, graduate coursework in public administration from Montana State University, and leadership training at the Senior Executive Institute for Government Officials at the University of Virginia. As Scottsdale's City Manager, she is a member of the management committees for the Maricopa Association of Governments, the Regional Public Transportation Authority and the Southwest Regional Operating Group, which oversees wastewater operations for a consortium of Valley cities.

**Ed Gawf,
Assistant City Manager**

Ed Gawf was appointed to Assistant City Manager in September 2001. His responsibilities include overseeing the City's Transportation, The Downtown Group, Planning & Development Services, Citizen & Neighborhood Resources and Preservation Departments.

Ed began his career as a Planner with the City of Arvada, Colorado before moving on to Boulder where he held several positions, including Director of Planning. As Ed's career developed, he moved to San Jose, California where he served in a variety of roles including the Deputy Director of Planning, Building and Code Enforcement. Before moving to Scottsdale, Ed was the Director of Planning and Community Environment for the City of Palo Alto, California. In this role, Ed oversaw the transportation, building and planning processes of the City. He holds a Bachelor of Arts as well as a Masters degree, both in Political Science, from Oklahoma State University, and is a member of the American Institute of Certified Planners.

**Roger Klingler,
Assistant City Manager**

Roger Klingler was appointed Assistant City Manager in February, 1998, and has responsibility for overseeing the City's Water Resources, Municipal Services Departments, WestWorld and the implementation of the City's CIP Program. He has served the City since 1979 in several capacities. He was Water Resources General Manager from 1994 to 1998, and Assistant General Manager from 1990 to 1994.

Mr. Klingler previously served the City as Assistant to the City Manager for Intergovernmental Relations, representing the City before the State Legislature and other state, federal and local agencies. He also worked as a Management Assistant in the City's office of Management and Productivity, analyzing and implementing productivity improvements in various City Departments.

He received his Master's Degree in Public Administration and Bachelors of Arts Degree in Political Science from Michigan State University. Mr. Klingler is on the Board of Managers for the Scottsdale/Paradise Valley YMCA, is a graduate of Valley Leadership Class XII, and Scottsdale Leadership Class I, and is a member of the International City Management Association and the Arizona City/County Management Association.

**Neal Shearer,
Assistant City Manager**

Assistant City Manager Neal Shearer is responsible for the Community Services, Financial Services, Human Resources, and Information Systems departments and for the offices of Communications and Public Affairs (CAPA) and Constituent and Intergovernmental Relations.

He has worked in a wide variety of management positions in the City. Neal came to work for Scottsdale in 1977 as an Intern in the Budget and Program Evaluation Office, worked as a Management Assistant in Community Development and the City Manager's Office, served in Human Resources as Manager and Assistant Director. He has served as Internal Auditor, Executive Assistant to the Mayor and City Council and Assistant to the City Manager for Intergovernmental Relations. In 1994 he became Human Services Director and Advisor to the City Manager, then was promoted to Administrator of Organizational Effectiveness in 1997 and to General Manager of the Human Resources Department in 2001. He was appointed to his current position in 2004.

He has a Master's Degree in Public Administration from the John F. Kennedy School of Government at Harvard University and Executive Management Certificates from Harvard and Arizona State University. He holds a Bachelor's in Social Sciences from Illinois State University.

Craig Clifford, CPA, MBA, Chief Financial Officer

Craig Clifford is a Certified Public Accountant and Certified Government Financial Manager, hired by the City in 1992. Prior to joining the City he served as Accounting Manager, Budget Manager and Auditor for other Arizona municipalities and worked in the banking industry. He earned undergraduate degrees in Business Management and Accounting from Arizona State University and a Masters in Business Administration with honors from the University of Phoenix. He is also a graduate of The Advanced Government Finance Institute sponsored by the Government Finance Officers Association (GFOA), the Advanced Public Executive Program sponsored by Arizona State University, and the College for Financial Planning, Denver, Colorado. He currently serves on the GFOA Executive Board, ex-officio member of the Economic Development and Capital Planning Subcommittee, and is Past President of the Arizona Finance Officers Association. He is a member of the Arizona Society of CPAs, American Institute of CPAs, Association of Government Accountants, Municipal Treasurer's Association and Diplomat of the American Board of Forensic Accounting.

Art Rullo, MPA, Budget Director

Art Rullo joined the Financial Services staff as Budget Director in August of 2002. Art holds a Bachelor of Science degree in Accounting from Saint Vincent College and a Masters of Public Administration degree from the University of Pittsburgh. Over his professional career Art has worked for large urban city and county governments as well as an international public accounting firm. His professional designations include Certified Government Finance Manager (CGFM) and a Certified Public Finance Officer (CPFO). Art also serves as a budget reviewer for the Government Finance Officers Association.

Bryan Bundy, MBA, Senior Budget Analyst

Prior to joining the City of Scottsdale in May 2003 Bryan was employed for 11 years with the State of Arizona. He holds a Bachelor of Science degree in Accounting from Arizona State University and an M.B.A. in Management Information Systems from Western International University.

Joyce Gilbride, CPA, MBA, Senior Budget Analyst

Joyce Gilbride is a Certified Public Accountant and holds a Master of Business Administration degree from the University of Phoenix. During her career with the City, she has held a series of increasingly responsible positions in areas of accounting, audit, and budget.

Judy McIlroy, MBA, Senior Budget Analyst

Judy McIlroy joined the Financial Services staff in December 2003. Prior to joining the City, she served as a Budget Analyst with the Arizona Department of Health Services. Judy holds a Bachelor of Science degree with honors in Business Management and a Master of Business Administration degree with honors from the University of Phoenix.

Joanna Munar, MBA, Senior Budget Analyst

Joanna holds a Bachelor of Science degree in Business Management & Marketing and a Master of Business Administration from the University of Phoenix. Prior to joining the City of Scottsdale, she spent nearly two decades in the private sector managing various operations throughout the West and Southwest. Prior to joining the City of Scottsdale in November 2005 she worked with the State of Arizona as a Compliance Auditor.

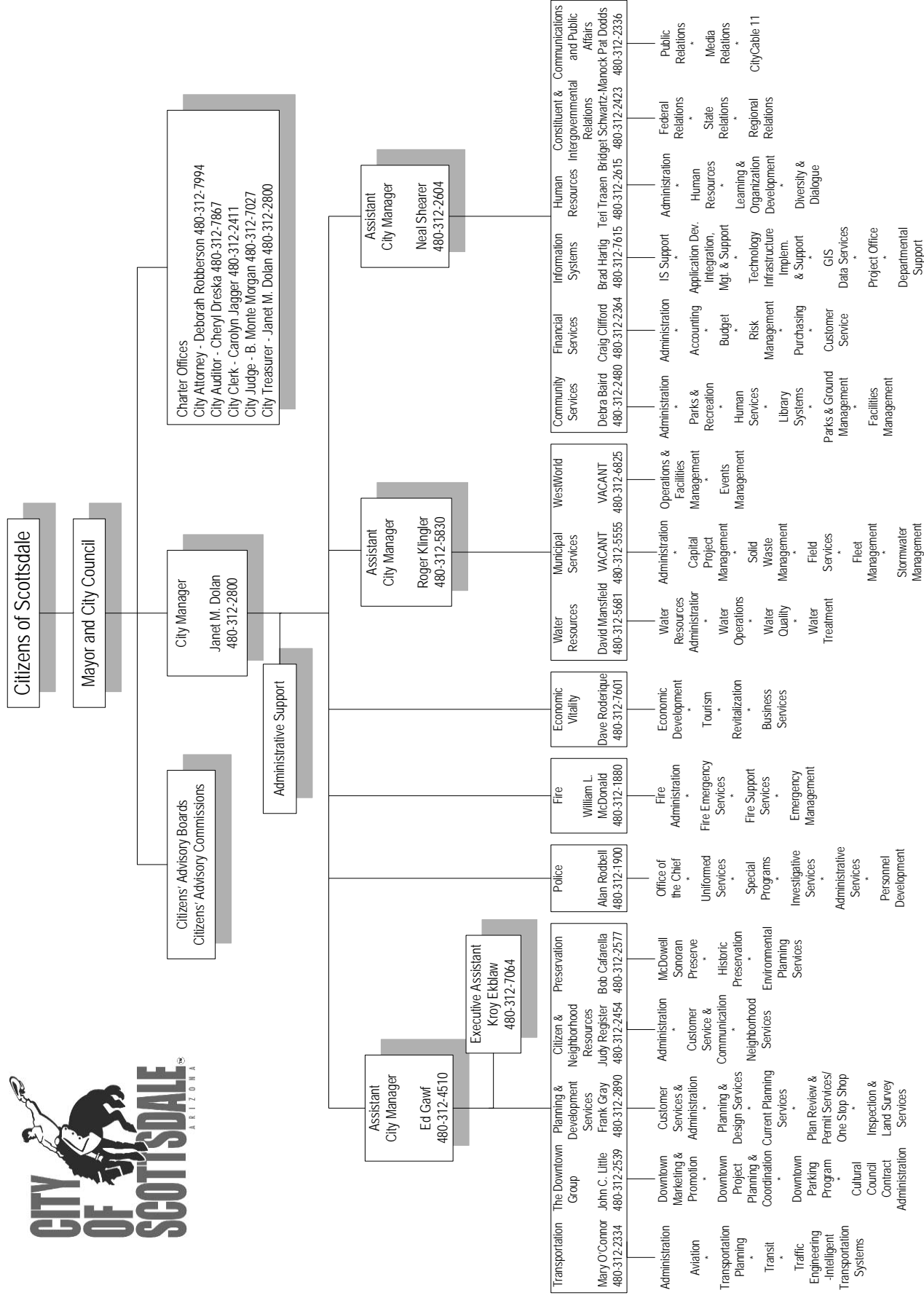
Sylvia Romero, MPA, Senior Budget Analyst

Sylvia Romero joined the Financial Services staff in March 2005. Prior to joining the City, she served as a Senior Management Assistant with the City of Chandler and as a Senior Management and Budget Analyst with Maricopa County. Sylvia holds a Bachelor of Science degree in Public Administration and a Master of Public Administration degree from the University of Arizona.

Erica Stierle, M.Ed., Database & Information Management Analyst

Erica joined the Financial Services staff in May 2006. Hired by the City in 1996, she has held a series of increasingly responsible positions in the technological field. Erica holds a Bachelor of Arts degree with honors in Liberal Studies (English/Humanities) and a Master of Educational Leadership degree with honors from Northern Arizona University.

CITY ORGANIZATIONAL CHART



Origin and Historical Summary

In 1888, Army Chaplain Winfield Scott visited the Valley of the Sun and subsequently made a down payment on a section land in order to start a farming practice upon his retirement from the Army. Scott's purchase and subsequent farming of the land would be the impetus for the historic development of the town that is now modern day Scottsdale.

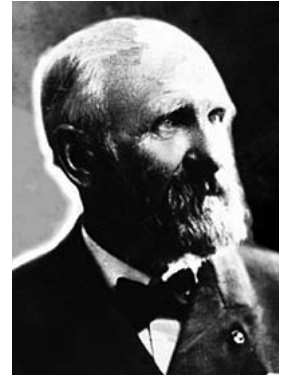
Like other Arizona cities and towns, the provision of a reliable water supply was critical to sustaining the community after its initial settlement by Chaplain Winfield Scott in the late 1800s. With the construction of both the Granite Reef Dam in 1908 and the Roosevelt Dam in 1911, Scottsdale shared in the population boom that transformed the Salt River Valley. Between 1908 and 1933 Scottsdale grew slowly, but steadily as a small market town principally providing services for families involved in the agricultural industry.

Scottsdale's favorable climate, irrigated desert location, and beautiful scenery influenced its initial settlement as well. Many health seekers came to Scottsdale, and those who were able to relocate to enjoy the advantages of the climate tended to be affluent. Many of the community's original settlers who were recruited by Winfield Scott from the East and Midwest were educated and had an established appreciation for cultural activities. These early settlers established the Scottsdale public school system in 1896, supported the burgeoning artists and writers culture that began relocation here in the early 1900's, and promoted Scottsdale's affiliation with the earliest area resorts, the Ingleside Inn (1909) and the Jokake Inn (1922).

The Depression Era saw an influx of artists and architects to Scottsdale, one of the most renowned being Frank Lloyd Wright. Wright first came to Arizona to work on a desert resort project in Chandler in 1927 and worked on the design for the Arizona Biltmore Resort in 1929. In 1937, Wright and his wife purchased 600 desert acres at the foot of the McDowell Mountains and built Taliesin West, his winter home and his architectural firm's southwestern headquarters.

In 1947, the Scottsdale Chamber of Commerce was incorporated and Scottsdale leaders engaged in a conscious effort to promote a special identity for the town. Scottsdale was the only local community to formally embrace the western atmosphere that helped distinguish it from other tourist destinations. A design theme for the downtown was established with a "western" image and lifestyle and the city's moniker the "West's Most Western Town" was coined. In 1951, the town incorporated into the City of Scottsdale.

Although Scottsdale has grown in size and population, its historic origins still shine through today. Scottsdale is nationally and internationally well known for its reputation as an artistically and culturally rich community; a premiere resort, tourist, and golf destination; as well as an attractive location for numerous corporate commercial, retail, and medical-biotechnical opportunities.



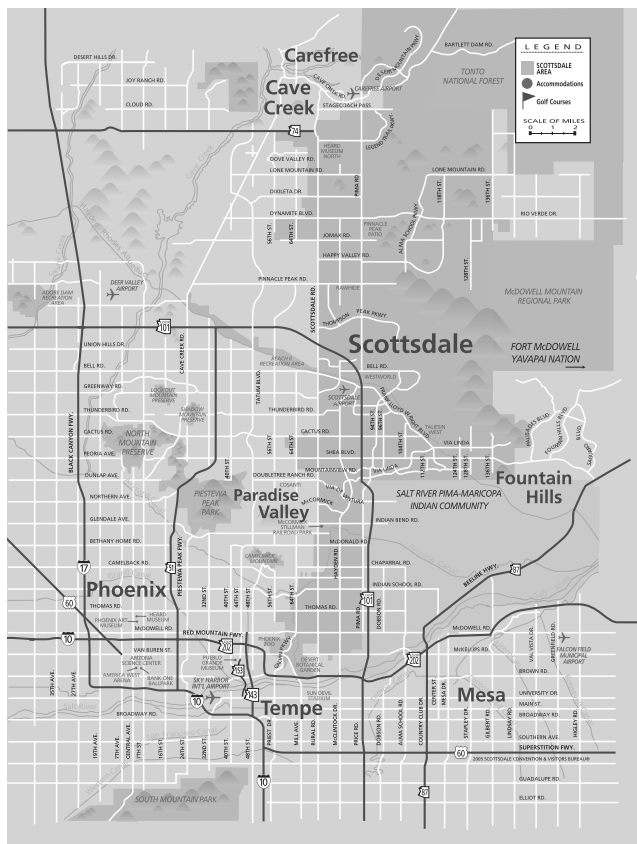
DEMOGRAPHICS

Introduction

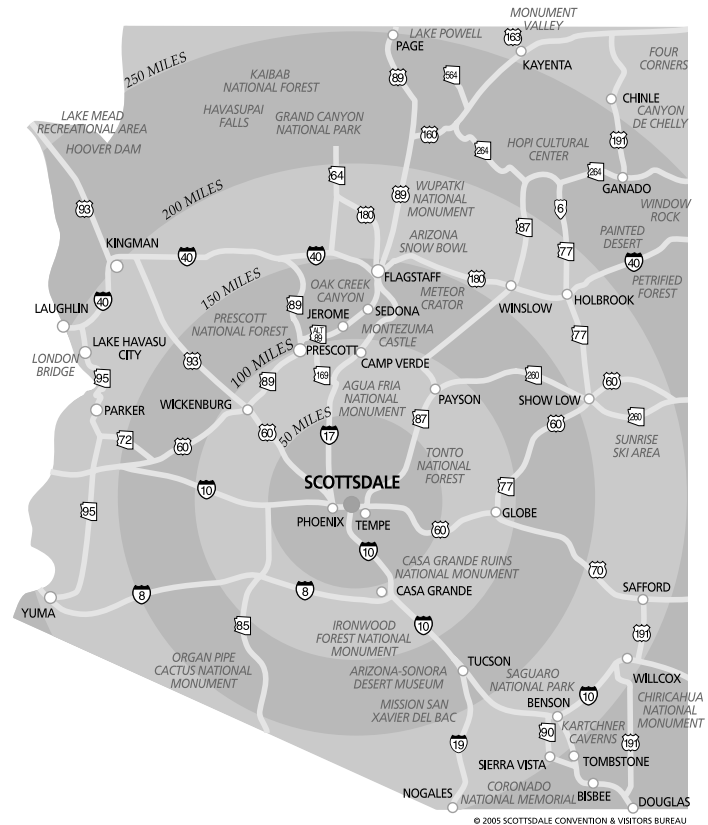
Location

Scottsdale is centrally located in Maricopa County, Arizona, with its boundaries encompassing an area approximately 184.2 square miles, stretching 31 miles from north to south.

The City is bordered to the west by Phoenix, the state capital, by Tempe to the south, and by the Salt River/Pima Maricopa Indian Community to the east. Scottsdale, together with its neighboring cities, forms the greater metropolitan Phoenix area, which is the economic, political, and population center of the state.



©2005 SCOTTSDALE CONVENTION & VISITORS BUREAU



Climate

Lying at an elevation of 1,260 feet above sea level, the City averages 314 days of sunshine and 7.74 inches of rainfall per year, with the average minimum and maximum temperatures ranging from 56.2 degrees to 86.3 degrees, respectively.

Scottsdale offers its residents the advantages of a warm, dry climate with low humidity even in the summer months.

- * The average precipitation: 7.74 inches per year
- * The average number of sunny days per year: 314

AVERAGE DAILY TEMPERATURES

	High	Low
January	67°F	37°F
April	84°F	50°F
July	105°F	75°F
October	87°F	54°F

Tourism

Tourism generates millions of dollars in economic activity in the City each year and is one of the most significant sources of revenue for the City 's operations and budget.



photo courtesy of Scottsdale Convention & Visitor's Bureau

Numerous resort and convention facilities, along with more than 70 hotels and resorts, provide nearly 13,700 guest rooms. The City boasts many public and private golf courses, tennis courts, country clubs, day spas, nightclubs, bars, and lounges. More

than 2,500 retail shops,

boutiques, and galleries

are located throughout the City and a selection of almost 600 restaurants is available. These services and facilities, complemented by the mild winter, have made Scottsdale a popular vacation spot for tourists and winter visitors.

Preservation

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust) initiated the preservation of Scottsdale's McDowell Mountains and Sonoran Desert. The vision is to preserve approximately 36,460 acres, equivalent to 1/3 of Scottsdale's total land area.

In 1995, Scottsdale voters approved a .2% sales tax increase to purchase land in the 16,460 acre original preserve. In 1998, voters approved using the sales tax to purchase 19,940 acres of land in the expanded preserve, of which 16,600 are State Trust Land. In 2001, the State Land commissioner issued an order reclassifying 13,021 acres of the 16,600 acres as suitable for preservation. In 2004, Scottsdale voters approved an additional .15% increase in the sales tax for land acquisition and for access area amenities. When completed, the McDowell Sonoran Preserve will be one of the largest urban preserves.



This rare, majestic crested saguaro is now standing watch along the trailhead of the Lost Dog Wash Access Area in the McDowell Sonoran Preserve.

Revitalization

Original neighborhoods form the core of southern Scottsdale. As this area continues to mature, the neighborhoods require concentrated efforts to keep Scottsdale great. Through a Scottsdale Revitalization program, the City has stepped up its efforts to maintain, renovate, or rebuild City buildings, parks, and other public facilities, and to attract new businesses and investment. In addition, the City hopes to partner with its residents, business owners, and community groups to exchange the tools necessary for the revitalization, restoration, and renewal for south Scottsdale.



Transportation

Scottsdale's transportation network offers citizens a variety of mobility choices. The Pima and Red Mountain Freeways and City streets let people move into and around the City. The advanced technology of Intelligent Transportation Systems detection, dynamic message signs, and signalization help minimize delays, especially during special events like the FBR Open.



Scottsdale residents enjoy 56 miles of paved multi-use paths.

Local and regional bus routes and alternative modes of transportation such as Cab Connection and bicycles provide additional access to this extraordinary City. Scottsdale Airport, operated by the City, provides general aviation and worldwide charter air service.

The Transportation Department's divisions are Aviation, Traffic Engineering, Transportation Master Planning, Capital Improvement Projects Planning, and Administration. They work together to support the mission of encouraging livable neighborhoods and providing for safe, efficient, and affordable movement of people and goods in Scottsdale.

Educational Facilities

.....

Several institutions of higher learning are available to City residents. Arizona State University, one of the major universities in the nation, is located in Tempe just south of the City. The University has approximately 61,033 students, graduate and undergraduate, a choice of 19 colleges and has 2,419 full-time faculty members. Scottsdale Community College, a part of the Maricopa Community College System, is located on the eastern border of the City, on the Salt River/Pima Maricopa Indian Community. The college is a two-year college, which offers a wide variety of academic, occupational, developmental, and special interest programs. Other higher educational facilities include the University of Phoenix and the Scottsdale Culinary Institute. The City is also served by 32 public elementary and middle schools, 5 public high schools, and a number of private schools.

WestWorld

.....

WestWorld is a premier, nationally recognized, user-friendly equestrian center and special events facility serving the community and target market visitors. It is located in the geographic center of the city, adjacent to the gateway to the McDowell. The City of Scottsdale assumed management responsibility of the 120 acres and purchased the fixed assets in 1997. The Bureau of Reclamation owns the land that WestWorld is situated on. WestWorld now serves as a community asset.



Demographics

The following tables provide additional demographic statistics for the City of Scottsdale and its citizenry from the 2000 U.S. Census.

Gender

Male	48.2%
Female.....	51.8%

Age Composition

Under 5 years	5.2%
5 – 19 years	16.0%
20 – 24 years	4.8%
25 – 54 years	45.4%
55 – 74 years	21.0%
75+.....	7.6%
Median age (years).....	41.0

Occupational Composition

Managerial & Professional	46.9%
Service	11.6%
Sales & Office.....	33.1%
Construction, Extraction & Maintenance	3.8%
Production & Transportation.....	4.5%

Race/Ethnic Origin

White.....	92.2%
Asian.....	2.0%
African American.....	1.2%
Native American	0.6%
Other.....	4.0%

Educational Attainment

4 or more years of college	44.1%
1 – 3 years of college.....	33.2%
High School Diploma	16.4%
Less than High School Diploma.....	6.3%

Land Use

Residential	63.0%
Undeveloped/Agricultural.....	25.0%
Industrial/Commercial	12.0%

Population

1951	2,021
1960.....	27,010
1965.....	54,504
1970.....	67,841
1975.....	77,107
1980.....	88,364
1985.....	108,447
1990.....	130,069
1995.....	168,176
2000.....	202,705
2005 estimate	226,390

Household Income

Less than \$25,000	17.0%
\$25,001- \$34,999.....	9.0%
\$35,000 - \$49,999.....	13.4%
\$50,000 – \$74,999.....	18.6%
\$75,000 – \$99,999.....	12.4%
\$100,000+.....	30.0%
Median Household Income	\$65,361

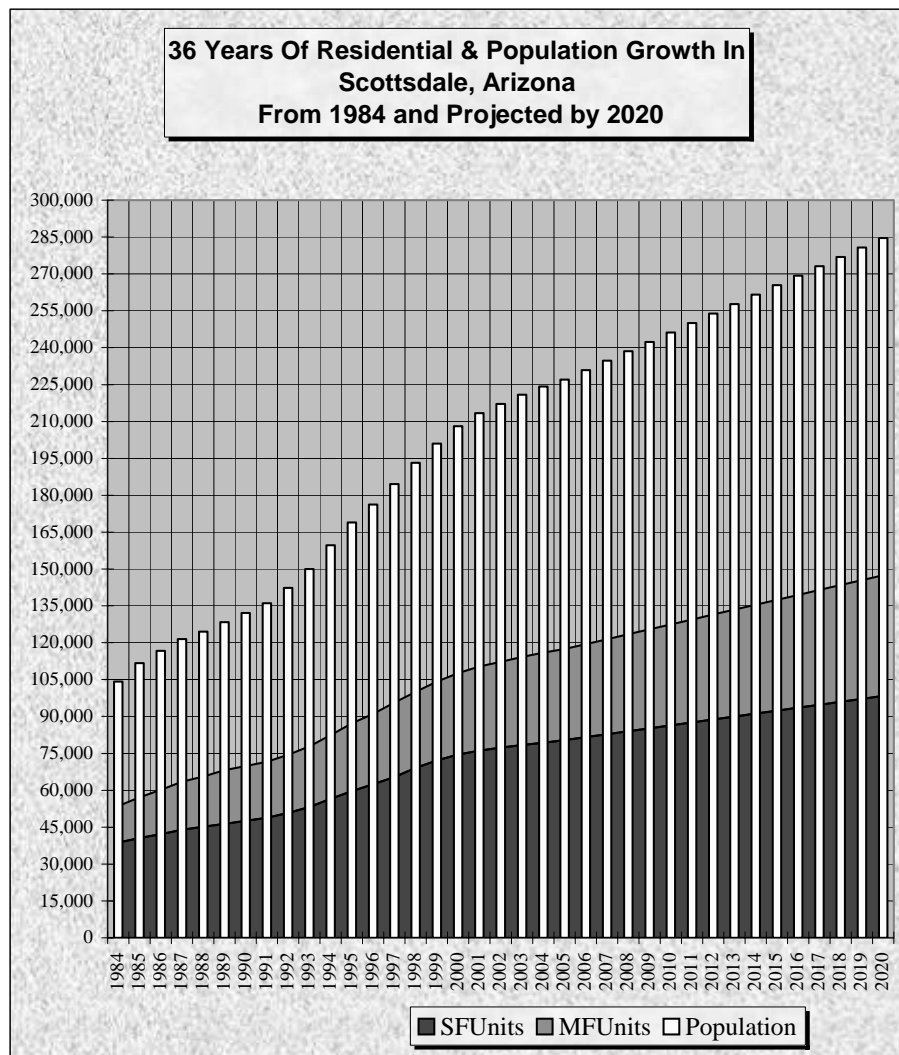
Growth

Scottsdale is the fourth largest city in the Phoenix metro area has experienced significant increases in population. During the 1990's, the City of Scottsdale experienced an average annual population growth rate of 5.6 percent, which has slowed to 1.6 percent in 2004.

Population

1990	130,069
1995	168,176
2000	202,705
2004	221,130
2005*	226,390

*Indicates estimated number



Source: City of Scottsdale Department of Planning and Development Services

Scottsdale Employment by Industry and Year

	2000		2010	
	Employment	Percent	Employment	Percent
Agriculture	1,918	1.5%	2,225	1.4%
Mining	122	0.1%	123	0.08%
Construction	7,077	5.5%	7,938	5.1%
Low Tech Manufacturing	2,985	2.3%	3,639	2.3%
High Tech Manufacturing	8,138	6.3%	8,762	5.6%
Transport	3,842	3.0%	4,038	2.6%
Wholesale Trade	6,674	5.2%	8,378	5.4%
Retail Trade	18,725	14.5%	23,507	15.0%
Finance, Insurance, Real Estate	16,440	12.8%	18,141	11.6%
Business Services	26,848	20.9%	36,081	23.1%
Health Industry	12,785	9.9%	14,934	9.6%
Hospitality	14,652	11.4%	17,900	11.4%
Personal Services	8,446	6.6%	10,600	6.8%
TOTAL	128,652	100.0%	156,267	100.0%

Source: Gruen Gruen & Associates, June 1999

Largest Employers in Scottsdale

Rank	Company Name	Employees
1	Scottsdale Healthcare Corporation	4,400
2	General Dynamics	4,000
3	Mayo Clinic - Scottsdale	3,995
4	Scottsdale Unified School District	3,500
5	City of Scottsdale.	2,191
6	CareMark (formerly AdvancePCS)	1,636
7	DMS Direct Marketing	1,500
8	Scottsdale Insurance Company	1,300
9	Fairmont Princess Resort	1,200
10	The Vanguard Group	1,120
11	Rural Metro Corporation*	875
12	McKesson	700
13	The Boulders Resort	680
14	USPS – Scottsdale	680
15	Dial Corporation	650
16	JDA Software Group	650
17	Desert Mountain Properties	638
18	First Health Group	610
19	Pegasus Solutions	600
20	E-Telecare Global Solutions	600
21	First National Bank of Arizona	530
22	Nordstroms	525
23	Hyatt Regency at Gainey Ranch	500
24	United Blood Services	498
25	Scottsdale Conference Resort	400

Source: City of Scottsdale Department of Economic Vitality

Principal Property Taxpayers

June 30, 2005

Taxpayer	Type of Business	Assessed Valuation (in thousands of dollars)	% of Secondary Assessed Valuation
Arizona Public Service Company	Gas and Electric Utility	\$47,752	1.10%
Scottsdale Fashion Square	Shopping Center	41,698	0.96%
DC Ranch, LLC	Resort	38,571	0.89%
Qwest Communications, Inc.	Telecommunications	36,168	0.83%
First American Tax Valuation	Resort	25,008	0.58%
Gainey Drive Associates	Resort	18,792	0.43%
Scottsdale Acquisition LLC	Shopping Center	15,497	0.36%
Southwest Gas Corporation	Gas Utility	13,639	0.31%
Marvin F Poer & Co.	Resort	10,371	0.24%
Pederson/BVT Promenada Assoc.	Retail	10,336	0.24%
		\$257,831	5.94%

Source: The City of Scottsdale's Property Tax Auditor, as obtained from the Arizona Department of Revenue, CVP Department and the 2004 Maricopa County Treasurer's Roll.

The Salt River Project Agricultural Improvement and Power District's (SRP) assessed valuation is not reflected in the total assessed valuation of the City. SRP is subject to a "voluntary contribution" in lieu of ad valorem taxation. The 2005/06 secondary assessed valuation of the Salt River Project within the City is \$23,638,512. The estimated secondary in lieu contribution is \$201,060.

Median Household Income Comparison

Median Household Income

City	2005	2000	1995	Growth Rate
Scottsdale	\$65,361	\$57,484	\$48,319	35%
Phoenix	\$45,407	\$41,207	\$32,950	38%
Mesa	\$47,698	\$42,817	\$33,676	42%
Glendale	\$50,029	\$45,015	\$35,483	41%
Chandler	\$65,163	\$58,416	\$46,096	41%
Tempe	\$46,932	\$42,361	\$36,049	30%
Gilbert	\$76,716	\$68,032	\$51,660	49%
Peoria	\$58,984	\$52,199	\$40,820	44%
Metro Area	\$55,707	\$45,358	\$35,623	56%

Scottsdale median income as compared to Phoenix metro area median income -
Scottsdale is higher by: **17%** **27%** **36%**

Source: Sites USA 2005 estimates, 2000 US Census, 1995 Special US Census



Budget Award for Fiscal Year 2005/06 Budget

The Government Finance Officers Association of the United States and Canada (GFOA) presented a Distinguished Budget Presentation award to the City of Scottsdale, Arizona for its annual budget for the fiscal year beginning July 1, 2005. In order to receive this award, a governmental unit must publish a budget document that meets program criteria as a policy document, as a financial plan, as an operations guide, and as a communications device.

The award is valid for a period of one year only. We believe our current budget continues to conform to program requirements, and we are submitting it to the GFOA to determine its eligibility for another award.